



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

Crossroads Media, LLC.
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

CONTRACT

<u>Contract / Revision</u> 559564 /		<u>Alt Order #</u> 07888604
<u>Product</u> Crossroads GPS		
<u>Contract Dates</u> 09/11/12 - 09/17/12		<u>Estimate #</u> 12/11/733
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 08/16/12 / 08/16/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8433	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	09/11/12	09/16/12	NewsChannel 3 News	5-6am		:30			NM	4	\$1,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-1111--				4	\$485.00			
2	3	09/17/12	09/17/12	NewsChannel 3 News	5-6am		:30			NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$485.00			
3	3	09/11/12	09/16/12	Newschannel 3 News	6-7am		:30			NM	4	\$2,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-1111--				4	\$630.00			
4	3	09/17/12	09/17/12	Newschannel 3 News	6-7am		:30			NM	1	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$630.00			
5	3	09/11/12	09/16/12	CBS This Morning	7-9a		:30			NM	8	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-2222--				8	\$210.00			
6	3	09/11/12	09/16/12	Let's Make A Deal 9am	9-10am		:30			NM	4	\$2,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-1111--				4	\$530.00			
7	3	09/17/12	09/17/12	Let's Make A Deal 9am	9-10am		:30			NM	1	\$530.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$530.00			
8	3	09/11/12	09/16/12	Price Is Right	11am-12n		:30			NM	4	\$2,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-1111--				4	\$630.00			
9	3	09/17/12	09/17/12	Price Is Right	11am-12n		:30			NM	1	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$630.00			
10	3	09/11/12	09/16/12	Newschannel 3 News	12n-1230pm		:30			NM	4	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-1111--				4	\$420.00			
11	3	09/17/12	09/17/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$420.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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559564 /	07888604

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/11/12 - 09/17/12	Crossroads GPS	12/11/733

<u>Advertiser</u>	<u>Original Date / Revision</u>
Crossroads GPS	08/16/12 / 08/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
12	3	09/11/12	09/16/12	CBS Daytime	1228-3pm		:30			NM	8	\$4,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-2222--				8	\$530.00			
13	3	09/17/12	09/17/12	CBS Daytime	1228-3pm		:30			NM	2	\$1,060.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				2	\$530.00			
14	3	09/11/12	09/16/12	Ellen Degeneres 3pm	3-4pm		:30			NM	4	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-1111--				4	\$420.00			
15	3	09/17/12	09/17/12	Ellen Degeneres 3pm	3-4pm		:30			NM	1	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$420.00			
16	3	09/11/12	09/16/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4	\$2,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-1111--				4	\$530.00			
17	3	09/17/12	09/17/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	1	\$530.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$530.00			
18	3	09/11/12	09/16/12	Newschannel 3 News	5-530pm		:30			NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-1111--				4	\$550.00			
19	3	09/17/12	09/17/12	Newschannel 3 News	5-530pm		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$550.00			
20	3	09/11/12	09/16/12	Newschannel 3 News	530-6pm		:30			NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-1111--				4	\$550.00			
21	3	09/17/12	09/17/12	Newschannel 3 News	530-6pm		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$550.00			
22	3	09/11/12	09/16/12	Newschannel 3 News	6-630pm		:30			NM	4	\$3,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-1111--				4	\$840.00			
23	3	09/17/12	09/17/12	Newschannel 3 News	6-630pm		:30			NM	1	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$840.00			
24	3	09/11/12	09/16/12	7-730pm	7-730pm		:30			NM	4	\$3,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-1111--				4	\$840.00			
25	3	09/17/12	09/17/12	7-730pm	7-730pm		:30			NM	1	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$840.00			
E 26	3	09/11/12	09/16/12	M-F 730-8pm	730p-8pm		:30			NM	4	\$3,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-TWTF--				4	\$840.00			
E 27	3	09/17/12	09/17/12	M-F 730-8pm	730p-8pm		:30			NM	1	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$840.00			
28	3	09/16/12	09/16/12	Sunday Prime	7-8pm		:30			NM	1	\$4,705.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$4,705.00			
29	3	09/11/12	09/16/12	Late News (M-F)	11-1135p		:30			NM	4	\$5,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-1111--				4	\$1,255.00			
30	3	09/17/12	09/17/12	Late News (M-F)	11-1135p		:30			NM	1	\$1,255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$1,255.00			
31	3	09/15/12	09/15/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$950.00			
32	3	09/16/12	09/16/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$950.00			
33	3	09/11/12	09/16/12	Late Night with David Letterm	1135pm-1237am		:30			NM	4	\$1,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-1111--				4	\$485.00			
34	3	09/17/12	09/17/12	Late Night with David Letterm	1135pm-1237am		:30			NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$485.00			
35	3	09/11/12	09/16/12	Late Late Show w/Craig Ferg	1237-139am		:30			NM	4	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-1111--				4	\$135.00			
36	3	09/17/12	09/17/12	Late Late Show w/Craig Ferg	1237-139am		:30			NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$135.00			
37	3	09/17/12	09/17/12	CBS This Morning	7-9a		:30			NM	2	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				2	\$210.00			
Totals											98	\$59,705.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/17/12	98	\$59,705.00	\$50,749.25
Totals	98	\$59,705.00	\$50,749.25

Signature: _____ Date: _____

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